

July 9, 2026



BeFra Announces Second Quarter 2026 Earnings Release Date

GUADALAJARA, Mexico--(BUSINESS WIRE)-- Betterware de México, S.A.P.I. de C.V. (NYSE: BWMX) ("BeFra" or the "Company"), will report its second quarter 2026 results after the U.S. market close on Thursday, July 23, 2026. The Company will hold a conference call on the same day at 5:30 p.m. (Eastern Time) to discuss the results.

The conference call can be accessed as follows:

- By dialing **+1-877-451-6152** (U.S. domestic) or **+1-201-389-0879** (international) passcode: **13761313**.
- Live webcast accessed through BeFra's investor relations website at www.befra.com.

An audio replay of the conference call will be available approximately three hours after the conclusion of the call on July 23, 2026, through August 6, 2026. This can be accessed toll free in the U.S. by dialing **+1-844-512-2921** or internationally (toll) by dialing **+1-412-317-6671** and providing the passcode **13761313**. The audio replay can also be accessed via BeFra's Investor Relations website.

About BeFra

BeFra (NYSE: BWMX) is one of the leading branded consumer products platforms in Mexico and Latin America, bringing together three iconic brands: Betterware, a leader in innovative home solutions; Jafra, a leading beauty and personal care company with operations in Mexico and the United States; and Tupperware, a leading brand in food storage and drinkware. Through these brands, BeFra operates across Mexico, Brazil, the United States, and an expanding footprint throughout Latin America, leveraging proprietary direct-selling platforms, world-class manufacturing capabilities, and a longstanding culture of operational excellence.

Cautionary Statement Regarding Forward-Looking Statements

Matters discussed in this press release may constitute forward-looking statements. Forward-looking statements include statements concerning plans, objectives, goals, strategies, future events or performance, and underlying assumptions and other statements, which are other than statements of historical facts. The words "believe," "anticipate," "intends," "estimate," "potential," "may," "should," "expect" "pending" and similar expressions identify forward-looking statements. The forward-looking statements in this press release are based upon various assumptions. Although we believe that these assumptions were reasonable when made, because these assumptions are inherently subject to significant uncertainties and contingencies which are difficult or impossible to predict and are beyond our control, we cannot assure you that we will achieve or accomplish these expectations.

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